Public Art Fund (PAF), New York’s leading presenter of contemporary art projects in public spaces, seeks a Communications Associate with a specialization in visual arts to join its Communications Department.

The Communications Associate’s primary role is to support the marketing and public relations efforts for the organization. They work closely with colleagues across departments to assist in the development of media materials, e-communications, advertising, signage, and graphic identities, with additional responsibilities for select digital initiatives (website and social media). Reporting to the Director of Communications, this position also works closely with the Design Director and Director of Digital Strategies.

**PRIMARY RESPONSIBILITIES**

**Marketing**

- Oversee and draft content for all external email communications including media releases, monthly e-newsletter, and special announcements; disseminate and monitor performance of email campaigns
- Draft and edit communications materials including interpretive project-related texts, advertisements, announcements, website copy, image captions, etc.
- Coordinate installation photography for all exhibitions; ensure that photography and copyright agreements are in place for use and distribution of all images
- Together with the Design Director, ensure adherence to PAF brand standards for external presentations and materials
- Manage production, delivery, and realization of exhibition graphic identities and on-site signage for select exhibitions
- Monitor and engage with PAF’s online community on Instagram, Facebook, Twitter, Tumblr, Flickr, and LinkedIn
- Develop weekly analytics reports and synthesize response to specific digital campaigns
- Utilizing PAF’s custom CMS, make regular programmatic and administrative updates to PublicArtFund.org; analyze website traffic and data trends

**Press Relations**

- Assist with the promotion of PAF, its exhibitions, and programs in a range of media outlets including visual arts outlets locally, nationally, and internationally
- Draft and edit media materials, including press releases and media advisories
- Respond to general media and publications inquiries and disseminate press releases
- Update online listing pages and oversee clippings and media reports
- Research and maintain up-to-date press contacts in database
- Prepare media briefings and talking points for stakeholder interviews

**Public Programs, Events, and Administration**

- Aid in the coordination of public programs and educational initiatives; develop and manage ticketing and online registration
Monitor and maintain guest lists, create media tip sheets, and otherwise publicize key special events to media and assist with press previews and events

Work on production of catalogues and maintain publication subscriptions and department library

Lead financial administration (invoice processing, expense reports, etc.) for the department; develop department timelines and manage calendars; produce final exhibition reports

Oversee Department intern

QUALIFICATIONS

- Minimum of two (2) years relevant professional experience in communications, digital marketing and/or public relations
- An interest in and knowledge of contemporary art and the art world
- Excellent communications skills, both written and verbal; strong writing and editing abilities
- Impeccable attention to detail
- Strong organizational skills with ability to handle multiple projects and timelines simultaneously
- A motivated self-starter who collaborates well across departments internally and with vendors externally
- Event experience preferred
- Competency with Microsoft Word, Excel, and PowerPoint; G-Suite; Mailchimp; Eventbrite; Adobe Acrobat Pro and Photoshop

Please email cover letter and résumé as attachments to humanresources@publicartfund.org. Indicate the job title “Communications Associate - 2022” in the subject line.

The Communications Associate is a full-time non-exempt position. Public Art Fund requires all staff members to be fully vaccinated with an FDA authorized and/or approved COVID-19 vaccine as a condition of employment. Requests for reasonable accommodations for medical, religious, or other reasons will be considered in accordance with applicable law.

Work is primarily performed in an office environment, on a hybrid schedule. Hours outside of the scheduled work times are an occasional requirement of the position. Salary is $48,000 - $53,000 per year and employment package includes medical, dental and vision insurance, generous paid time off, as well as other ancillary benefits.

Public Art Fund is an Equal Opportunity Employer. We believe that art has the power to spur conversation among people of different perspectives, to open hearts and minds, and to help shape the face and future of our country. A diverse workplace filled with people of different backgrounds reflects our organizational values and is vital to delivering on our mission.